WHAT IS CLAIMED IS:

1. A method for delivering specific data related to a principal program, to one or more subscribers receiving said principal program, said method comprising:

embedding a watermark within said principal program prior to transmission to said one or more subscribers; and

decoding said embedded watermark to determine the specific related data to be transmitted to said one or more subscribers.

2. The method of claim 1 wherein said decoding step further comprises decoding said watermark at a receiver located at said one or more subscribers.

3. The method of claim 1 wherein said decoding step further comprises the steps of:

receiving said principal program at a central location;

decoding said embedded watermark at said central location; and

in response to said decoded watermark, transmitting said specific data related to said principal program to said one or more subscribers through a communications network.

4. A method for delivering a principal program and specific data related to said principal program to one or more subscribers, said method comprising the steps of:

determining whether said principal program includes an embedded watermark;

decoding said embedded watermark from said principal program; and

in response to said watermark, transmitting said specific related data to said one or more subscribers, over a communications network.

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1   5.   The method of claim 4 wherein said decoding step further comprises decoding said

2   watermark at a receiver located at said one or more subscribers.

3   6.   The method of claim 4 wherein said decoding step further comprises the steps of:

4   receiving said principal program at a central location;

5   decoding said embedded watermark at said central location; and

6   in response to said decoded watermark, transmitting said specific data related to

7   said principal program to a receiving device associated with said one or more subscribers

8   through a communications network.

9   7.   The method of claim 6 wherein said watermark includes a pointer to said specific related

10   data stored in a database, further comprising the step of retrieving said specific data from said

11   database prior to said transmitting step.

12   8.   The method of claim 6 wherein said watermark comprises said specific related data.

13   9.   The method of claim 6 wherein said central location is a re-broadcaster of said principal

14   program to said one or more subscribers.

15   10.   The method of claim 9 wherein said re-broadcaster is the head-end office of a cable

16   provider.

17   11.   The method of claim 9 wherein said re-broadcaster is a satellite broadcast transmitter

18   station.

19   12.   The method of claim 9 wherein said re-broadcaster is an Internet service provider.

20   13.   The method of claim 6 further comprising the step of:

21   appending demographic data to said secondary specific related data prior to said

22   transmitting step, wherein said transmitting said specific related data includes

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1   transmitting said demographic data.

2 14.   A communications system for delivering specific data related to a principal program, to

3 one or more subscribers receiving said principal program, comprising:

4   a decoder for decoding a watermark embedded in a principal program, wherein

5 said watermark contains data from which said specific related data may be identified; and

6   delivery means for delivering said specific data related to said principal program

7 to a receiving device associated with said one or more subscribers.

8 15.   A communications system for delivering specific data related to a principal program, to

9 one or more subscribers receiving said principal program, comprising:

10   a decoder for decoding a watermark embedded in a principal program, wherein

11 said specific related data is contained within said watermark; and

12   delivery means for delivering said specific data related to said principal program

13 to a receiving device associated with said one or more subscribers.

14 16.   The system of claim 14 or 15 wherein said delivery means for delivering said specific

15 related data is an ADSI server and said receiving device is an ADSI device.

16 17.   The system of claim 14 or 15 wherein said delivery means for delivering said specific

17 related data is an IP server and said receiving device is an Internet enabled application running

18 on a web enabled device associated with said one or more subscribers.

19 18.   The system of claim 14 or 15 wherein said delivery means for delivering said specific

20 related data is a radio transmitter.

21 19.   The system of claim 18 wherein said receiving device is a FM radio receiver.

22 20.   The system of claim 18 wherein said receiving device is a wireless telephone.

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1 21.   The system of claim 18 wherein said receiving device is a pager.

2 22.   The system of claim 18 wherein said receiving device is a remote control device.

3 23.   The system of claim 14 or 15 wherein said delivery means for delivering said specific

4 related data is a television broadcast transmitter.

5 24.   The system of claim 14 or 15 wherein said delivery means for delivering said specific

6 related data is a set top box.

7 25.   The system of claim 14 or 15 further comprising:

8   a transmitter for transmitting said principal program with said watermark

9 embedded therein from a point of origin to a destination.

10 26.   The system of claim 25 further comprising:

11   delivery means for delivering said principal program to said one or more

12 subscribers.

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